

Message

From: Zartarian, Valerie [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=81096FE8DD024BDF935DEC292BF44F9D-ZARTARIAN, VALERIE]
Sent: 4/13/2018 12:20:40 AM
To: Speth, Thomas [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1772a8d7f6554ec79861c6225bd2507d-Speth, Thomas]; Stanek, Lindsay [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=14f7d5e8253a415385c88745a88fd6ee-Stanek, Lindsay]; Morgan, Ardra [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f6a544b2110d4e58ad3a5bd76581d35a-Morgan, Ardra]; Garland, Jay [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=8344688361ec4461b89037afbf43f5aa-Garland, Jay]; Guiseppi-Elie, Annette [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=63d3e2eae9c4acba2609baa90b0f735-Guiseppi-El]
Subject: Need help please for ECOS talk clearance

Please see below. I'll forward the slides in separate email. I'm out until 4/23 so need help given this new info
Begin forwarded message:

From: "Zartarian, Valerie" <Zartarian.Valerie@epa.gov>
Date: April 12, 2018 at 8:17:43 PM EDT
To: "Zambrana, Jose" <Zambrana.Jose@epa.gov>
Cc: "Speth, Thomas" <Speth.Thomas@epa.gov>, "Matthews, Lisa" <Matthews.Lisa@epa.gov>, "Scheuer, Amy" <Scheuer.Amy@epa.gov>, "Garland, Jay" <Garland.Jay@epa.gov>, "Young, Douglas" <Young.Douglas@epa.gov>, "Guiseppi-Elie, Annette" <Guiseppi-Elie.Annette@epa.gov>, "Stanek, Lindsay" <Stanek.Lindsay@epa.gov>, "Morgan, Ardra" <Morgan.Ardra@epa.gov>
Subject: Re: EPA Tools and Resources webinar: Multi-media modeling of lead exposure (April 30)

Thanks Jose. We had not seen this guidance. I'm out (Ex. 6 Personal Privacy (PP)) until 4/23 so will need to rely on Tom Speth and the NERL reviewers copied here to help revise as needed given info below and clear it, working with you and others. I'll work on speaking notes for the cleared version when I return.

Take care,
Valerie

Sent from my iPhone

On Apr 12, 2018, at 8:02 PM, Zambrana, Jose <Zambrana.Jose@epa.gov> wrote:

Hi again. You're doing the right thing in getting it approved thru STICs/the lab.

In all the email exchange I don't know if you got a guidance sheet, but I've cut and pasted some FAQs below that might be helpful. Apologies if these tips didn't find their way to you earlier.

The presentations for this particular webinar series are reviewed by a small team
Ex. 5 Deliberative Process (DP)
and that team goes over them, slide by slide, with the presenters since the audience is broad and typically non-technical. Experience has shown that this helps a lot and ensures it's tailored to the typical audience for this series.

Given the topic, IOAA may want to loop in PO folks as needed to make sure all are comfortable.

Thanks for all your efforts and I know we anticipate strong participation from interested folks on this topic!

Please don't hesitate to reach out to any of us if you have questions.

Best,

jz

Format and Audience

What is the format for the webinar?

The webinar is presented by Adobe Connect. It is hosted by EPA ORD's Office of Science Policy (OSP). Presenters usually speak with PowerPoint slides and can also demo a tool or website if appropriate. A tag team presentation is possible. We ask the National Program Director, or designated alternate to briefly introduce the webinar as well.

Who is the audience for the webinar?

Our target audience is state environmental and health agencies, and the states have expressed interest in this particular topic. The webinar is open to the public and the invite is sent to multiple stakeholder groups.

Slide Preparation

Should I use a specific PowerPoint template?

Yes. We ask that presenters develop (or adapt) a PowerPoint presentation that illustrates the application of EPA science and tools. In-depth, ongoing technical research should not be elaborated upon, since we aim to focus on resources that are directly applicable and immediately available to states and others to meet their environmental and related public health challenges.

How long is the webinar?

Webinars are 1 hour. Please plan to present no more than 40 minutes, leaving at least 20 minutes for Q&A.

How technical should it be?

While attendees may be familiar with some environmental and public issues, don't assume they are able to follow the more technical aspects of your project.

Is there a preferred format for the flow of slides?

Yes. Experience shows that the best flow is to organize slides using the "PARI"—"Problem" "Approach" "Results" "Impact" format. Here are some more guidelines:

Problem: The first slide after the Title Slide should clearly state the environmental and/or public health challenge that needs to be addressed. Answering the question, "Why should I care?"

The same slide or an additional slide should present how the problem affects state environmental/public decision makers. It is highly encouraged to state the environmental statute and/or regulation that the project addresses.

Approach: The next set of 2-3 slides should identify what steps ORD took to address the problem. If ORD worked collaboratively with states or other partners, present that up front.

Results: The next 5-6 slides should present the Results. If it includes a demo, you can provide a 1-2 slide summary and then demonstrate the tool or website.

Impact: This section is the most important. For work in progress, you must state how environmental/public health decision makers will be able to use the findings of the project, and/or how the findings will improve the environment/public health. For completed work, you must present a case study of how the information/tool has been used by decision makers. *If you do not have a case study to present, please speak to Lisa Matthews right away to discuss an appropriate approach to your webinar.*

Other Requirements:

- From past webinars, to meet the time limitation, the slide deck should be 30 slides or less.
- Please avoid acronyms to the extent possible. If they are necessary, always write out the first use.
- While we recognize that some presenters use more of a “picture” style on the slide with little to no text, *we have found that the best approach is to have a “takeaway phrase” in text on every slide.*
- Please add ‘Talking Points’ in the Notes section to assist during the review process.

Clearance and Timeline

As is customary, presentations should be cleared in STICS at the appropriate time.

Timeline as follows:

- **1 month prior** we ask that presenters (with their communication lead) submit a short, high-level paragraph description of the topic one month prior to the presentation for the webinar flyer that is sent to both external and internal list serves.
- **2 weeks** before your webinar, please send a draft set of slides to Lisa Matthew, your L/C/O communications director, and your immediate supervisor. In the week that follows, a conference call will be set up with you to go over the slides and provide comments.
- **1 week** before your webinar, initiate your STICS clearance process and please email updated slides.
- **1 week** before your webinar, a brief 15-20 minute dry-run will be scheduled. If final tweaks are needed, they will be identified at that time, prior to the final STICS clearance.

Need Assistance?

If you need help pitching your slide deck to this audience, *Don't hesitate to ask for help!* ORD has communication experts who are adept at providing guidance for preparing presentations. Please reach out to your communications director and/or Lisa Matthews.

Please reference past *EPA Tools and Resources* webinar presentations and recordings at:
<https://www.epa.gov/research/epa-tools-and-resources-webinar-series>

José L. Zambrana, Jr., PhD
Senior Science Advisor and State Coordination Team Representative
National Exposure Research Laboratory
Office of Research and Development, US EPA
(213) 244-1819 [office]

Ex. 6 Personal Privacy (PP)

 [mobile]

From: Zartarian, Valerie
Sent: Thursday, April 12, 2018 4:35 PM
To: Zambrana, Jose <Zambrana.Jose@epa.gov>
Cc: Speth, Thomas <Speth.Thomas@epa.gov>; Matthews, Lisa <Matthews.Lisa@epa.gov>; Scheuer, Amy <Scheuer.Amy@epa.gov>; Garland, Jay <Garland.Jay@epa.gov>; Young, Douglas <Young.Douglas@epa.gov>; Guiseppi-Elie, Annette <Guiseppi-Elie.Annette@epa.gov>
Subject: Re: EPA Tools and Resources webinar: Multi-media modeling of lead exposure (April 30)

Hi Jose, Tom & I prepared the presentation and I just submitted it today for technical clearance review in NERL. Does it need to go through a different clearance process?

Sent from my iPhone

On Apr 12, 2018, at 7:31 PM, Zambrana, Jose <Zambrana.Jose@epa.gov> wrote:

Hi Valerie and Tom.

IOAA has asked for a draft slide deck by next Thursday, April 19, in order to allow sufficient time for all the reviews needed given the topic.

Thanks a great deal!

jose

From: Matthews, Lisa
Sent: Thursday, April 12, 2018 12:49 PM
To: ORD-OSP-RSL <ORDOSPRSL@epa.gov>; ORD-OSP-STL <ORDOSPSTL@epa.gov>; Zambrana, Jose <Zambrana.Jose@epa.gov>; Young, Douglas <Young.Douglas@epa.gov>; Fisher, Bill <Fisher.William@epa.gov>; Lavoie, Emma <Lavoie.Emma@epa.gov>; McOliver, Cynthia <McOliver.Cynthia@epa.gov>; Ryan, Shawn <Ryan.Shawn@epa.gov>; Linnenbrink, Monica <Linnenbrink.Monica@epa.gov>; Williams, Joe <Williams.Joe@epa.gov>; LaVay, Maggie <LaVay.Maggie@epa.gov>; Ferster, Aaron <Ferster.Aaron@epa.gov>; Hubbard, Carolyn

<Hubbard.Carolyn@epa.gov>; Blank, Valerie <Blank.Valerie@epa.gov>;
Carter, Bobbi <Carter.Bobbi@epa.gov>; Mattas-Curry, Lahne <Mattas-Curry.Lahne@epa.gov>; Plotkin, Viktoriya <Plotkin.Viktoriya@epa.gov>
Cc: Sonich-Mullin, Cynthia <Sonich-Mullin.Cynthia@epa.gov>; Gilliland, Alice <Gilliland.Alice@epa.gov>; Watkins, Tim <Watkins.Tim@epa.gov>;
Garland, Jay <Garland.Jay@epa.gov>; vanDrunick, Suzanne <vanDrunick.Suzanne@epa.gov>; Latham, Michelle <Latham.Michelle@epa.gov>; Robbins, Chris <Robbins.Chris@epa.gov>;
Rodan, Bruce <rodan.bruce@epa.gov>; McPherson, Mark <McPherson.Mark@epa.gov>; Fleming, Megan <Fleming.Megan@epa.gov>; Christian, Megan <Christian.Megan@epa.gov>; Scheuer, Amy <Scheuer.Amy@epa.gov>
Subject: EPA Tools and Resources webinar: Multi-media modeling of lead exposure (April 30)

EPA Tools and Resources webinar:

Multi-media modeling of lead exposure in children and water lead monitoring research to inform public health decisions

April 30, 2018

3:00 to 4:00 PM ET

Drinking water and other sources of lead are the subject of public health concerns in US cities. EPA, the Centers for Disease Control and Prevention, and the American Academy of Pediatrics agree that there is no known safe level of lead in a child's blood. Even low levels of lead in the blood can result in behavior and learning problems, including hyperactivity and lowered IQ; slowed growth; hearing problems; and anemia. EPA's Office of Research and Development has developed an innovative exposure-dose modeling approach that can be used to better understand the relationship between drinking water lead concentrations and children's blood lead levels (BLLs) considering exposures from water, soil, dust, food, and air. To evaluate the model, real-world blood lead data was used to quantify lead exposure contributions by media type, and to identify the factors that most influence BLLs.

This presentation will (1) provide an overview of the multimedia exposure-dose lead modeling approach at the national-scale to inform public health decisions (recent publication:

<https://ehp.niehs.nih.gov/ehp1605/>), (2) discuss future data needs to apply the approach at state/local scale, and (3) provide an overview of water lead monitoring research relevant to states' priorities.

Who should attend?

State environmental and health agencies, tribes, local governments and municipalities, communities, utilities, and others interested in learning about lead exposure modeling for children's BLLs to inform public health decisions, and water monitoring perspectives that are relevant to states' needs.

To join the webinar, please register:

Ex. 6 Personal Privacy (PP)

If you are unable to listen through your computer speakers, please dial:

Ex. 6 Personal Privacy (PP) please note telephone lines are muted during the webinar.

Additional information and webinar recordings:

<https://www.epa.gov/research/epa-tools-and-resources-webinar-series>

Lisa Matthews

Senior Advisor and State Liaison

US EPA Office of Research and Development

202-564-6669 office

Ex. 6 Personal Privacy (PP) mobile